

## MORE THAN 110 INDIAN EXPORTERS TO PARTICIPATE IN IRAN FOOD + BEV TEC 2016 26 MAY 2016

**New Delhi:** The 23rd Edition International Food, Beverage & Packaging Technology and Food Ingredients Trade Fair, 2016, organized by German Trade Show Specialist, Fairtrade and their Iranian partner Palar Samaneh Co. of Tehran, is going to be held in Iran from 30 May to 02 June 2016.

The Indian Pavillion at the trade show comprises of 110 Indian exporters out of which 66 are entering through the aegis of Trade Promotion Council of India (TPCI), a key institutional partner with the support of Government of India & Embassy of India, Iran.

The show will bring together 633 exhibitors ranging from 37 countries, comprising of core Food & Agri, Food Technology, Food Packaging, Food Services and Branding sectors. Together the exhibitors, visitors, promoters and food specialists will develop synergies, present their innovations and unleash their trade capacities at this mega event.

Iran is the second largest nation in the Middle East and an energy super power, with the population of over 80 million inhabitants.

The Iranian food technology market is one of the most prominent ones in the Middle East. According to VDMA - German Engineering Association, Iranian imports of food and beverage processing and packaging equipment increased from €145 million in 2013 to € 266 million in 2014, rising by a significant 84%.

The other institutional partners of the event are ADEPTA, Advantage Austria, AHK, Business France, Switzerland Global Enterprise and VDMA.



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